

09/980528

JC10 Rec'd PCT/PTO 14 NOV 2001

CLAIMS

What is claimed is:

1. A method of conducting an advertising campaign, comprising:
 - selecting a plurality of targeted prospects for the campaign;
 - identifying a marketing characteristic for at least some of the targeted prospects;
 - defining a group of components to be included in the campaign, for which there are at least two alternatives;
 - subsequently creating a new individualized commercial for each of the at least some of the plurality of targeted prospects by automatically assembling at least one of the alternatives for each of the components in the group based at least in part upon on the marketing characteristic; and
 - electronically transmitting at least one of the individualized commercials to a recipient having the marketing characteristic upon which the commercial being transmitted was based.
2. The method of claim 1 wherein the step of electronically transmitting comprises transmitting at least some of the commercials as executable files.
3. The method of claim 2 wherein at least some of the executable files are authenticated.
4. The method of claim 2 wherein the marketing characteristic is selected from the group consisting of age, sex, and income.
5. The method of claim 2 wherein the marketing characteristic includes data obtained from information provided in response to a previous individualized electronic commercial.
6. The method of claim 2 wherein the group of components includes at least three visual components and at least one audio component.
7. The method of claim 2 wherein at least one of the components comprises a video clip and at least another of the components comprises an audio clip.
8. The method of claim 2 wherein at least one of the components comprises a video clip and at least another of the components comprises an audio clip, and at least a third component comprises a branding graphic distinct from both the video clip and the audio clip.

9. The method of claim 2 wherein a variability in the group of components comprises a language employed on an audio clip.
10. The method of claim 2 wherein the step of electronically transmitting comprises sending an e-mail through the Internet.
11. The method of claim 2 wherein transmitting of at least 10% of the commercials occurs within 24 hours of their creation.
12. The method of claim 2 wherein transmitting of at least 10% of the commercials occurs within 2 hours of their creation.
13. The method of claim 2 wherein the step of creating comprises producing an average of at least one of the individualized commercials for every 500 of the targeted prospects.
14. The method of claim 2 wherein the step of creating comprises producing an average of at least one of the individualized commercials for every 50 of the targeted prospects.
15. The method of claim 2 wherein the step of creating comprises producing an average of at least one of the individualized commercials for every 10 of the targeted prospects.
16. The method of claim 2 wherein the marketing characteristics include age, sex, and income, and at least one of the components is a video clip and at least another of the components is an audio clip, and transmitting of at least 10% of the commercials occurs within 24 hours of their creation.
17. The method of claim 15 wherein the step of producing comprises creating an average of at least one of the individualized commercials for every 500 of the targeted prospects.